

## ORDER



KSNV

Orders	Order / Rev:	103688
	Alt Order #:	06830031
	Product Desc:	BERKLEY FOR SENATE
	Estimate:	30S
	Flight Dates:	10/16/12 - 10/22/12
	Original Date / Rev:	06/28/12 / 10/19/12
	Order Type:	GENERAL

Primary AE:	Amy McCreary
Sales Office:	BLPHI
Sales Region:	National

Agency	Name:	<u>Shorr Johnson Magnus</u>
	Buying Contact:	<hr/>
	Billing Contact:	<hr/>
		<u>1831 Chestnut St.</u>
		<u>Philadelphia, PA 19103</u>

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Bankley, Shelley for Senate - <del>Revise</del>
	Demographic:	A35+
	Product Codes:	PLC01
	Priority:	SELECT PRIORITY CODE
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN

New Business Thru: \_\_\_\_\_  
Order Separation: 00:05:00  
Advertiser External ID: \_\_\_\_\_  
Agency External ID: \_\_\_\_\_

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/22/12	107	\$39,055.00	\$33,196.75	October 2012	107	\$39,055.00	\$33,196.75	0.00
					Totals	107	\$39,055.00	\$33,196.75	0.00

### Totals

### Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCrea	North America	North America	Start Of Order - End Of Order	100%

Amy McCreary Start Of Order - End Of Order 100%

Order Share	Share	Total
KSNV	20%	\$39,055.00
Market	100%	\$195,275.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	32%	\$62,488.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$41,007.75
KTUD	0%	\$0.00
KVVU	25%	\$48,818.75
KVWB	0%	\$0.00
LV1	0%	\$0.00
LINKWN	2%	\$3,905.50

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 2	KSNV	10/22/12	10/22/12	Wake Up Early w/ Wagners	6M	430a-5a	M-----	:30	1	\$50.00	3	0.00	NM	1	\$50.00	
Wake Up Early Wagners																
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12 10/28/12 M----- 1 \$50.00 0.00																
E 3	KSNV	10/22/12	10/22/12	M-F 5-6a	WakeUp w/Wagners	5-6a	M-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00	
M-F 5-6a WakeUp w/Wagners																
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12 10/28/12 M----- 1 \$200.00 0.00																
E 4	KSNV	10/16/12	10/19/12	M-F 5-6a	WakeUp w/Wagners	5-6a	-TWTF--	:30	4	\$200.00	3	0.00	NM	4	\$800.00	
M-F 5-6a WakeUp w/Wagners																
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12 10/21/12 -TWTF-- 4 \$200.00 0.00																
E 5	KSNV	10/16/12	10/19/12	M-F 6-7a	WakeUp w/Wagners	6-7a	-TWTF--	:30	8	\$300.00	3	0.00	NM	3	\$900.00	
M-F 6-7a WakeUp w/Wagners																
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12 10/21/12 -TWTF-- 3 \$300.00 0.00																
E 6	KSNV	10/22/12	10/22/12	M-F 6-7a	WakeUp w/Wagners	6-7a	M-----	:30	2	\$300.00	3	0.00	NM	2	\$600.00	
M-F 6-7a WakeUp w/Wagners																
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12 10/28/12 M----- 2 \$300.00 0.00																
E 7	KSNV	10/22/12	10/22/12	Today Show		CM	658a-9am	M-----	:30	3	\$400.00	3	0.00	NM	3	\$1,200.00
Today Show																
TODAY SHOW																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12 10/28/12 M----- 3 \$400.00 0.00																
E 8	KSNV	10/16/12	10/19/12	Today Show		CM	658a-9am	-TWTF--	:30	12	\$400.00	3	0.00	NM	12	\$4,800.00
Today Show																
TODAY SHOW																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12 10/21/12 -TWTF-- 12 \$400.00 0.00																
E 9	KSNV	10/16/12	10/19/12	Noon News		CM	12-1230pm	-TWTF--	:30	4	\$175.00	3	0.00	NM	3	\$525.00
Noon News																
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12 10/21/12 -TWTF-- 3 \$175.00 0.00																
E 10	KSNV	10/22/12	10/22/12	Noon News		CM	12-1230pm	M-----	:30	1	\$175.00	3	0.00	NM	1	\$175.00
Noon News																
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12 10/28/12 M----- 1 \$175.00 0.00																
E 11	KSNV	10/22/12	10/22/12	M-F Today Show II	3rd HOM	9-10a	M-----	:30	1	\$175.00	3	0.00	NM	1	\$175.00	
M-F Today Show II																
TODAY 2																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12 10/28/12 M----- 1 \$175.00 0.00																
E 13	KSNV	10/16/12	10/19/12	Dr. Phil		CM	3-4p	-TWTF--	:30	3	\$200.00	3	0.00	NM	3	\$600.00
Dr. Phil																
PHIL																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12 10/21/12 -TWTF-- 3 \$200.00 0.00																
E 14	KSNV	10/22/12	10/22/12	Dr. Phil		CM	3-4p	M-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
Dr. Phil																
PHIL																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12 10/28/12 M----- 1 \$200.00 0.00																
E 15	KSNV	10/22/12	10/22/12			CM	4-5pm	M-----	:30	1	\$300.00	3	0.00	NM	1	\$300.00

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		M-F Today Show III 4th H Today 4th Hour													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
		Week: 10/22/12	10/28/12	M-----		1	\$325.00	0.00							
														Totals	107 \$39,055.00